1. The first thing I would do to make a line of text on the homepage section editable. Is to open the homepage section file and add a text or rich-text object in the schema settings with the ID home\_page\_text. After all the other attributes are added I would then add this line in the appropriate place {{ section.settings.home\_page\_text }}.
2. The way I would add the collection feature image to a banner on the collection liquid template page. Is by first checking to see if the collection has an image. If not place a default image in its place with the filter tag default. If the collection did have an image. I would access the collection image and resize the image based of the max width the banner can be. The following banner code would look something like this.   
   {% if collection.image %}

{% assign default\_img = ‘cdn.shopify.com/sdkfjsld/default.jpg’ %}

{{ collection.image | img\_url: ‘900x300’, crop: ‘center’, scale: 2, default: default\_img }}

{% endif %}